

In the claims:

1. (Currently Amended) A method for computerized/automated preparation, production, publishing and management of ad-books and related print or publishing used by or for governmentally recognized not-for-profit organizations, for charity or fund raising, whereby members or supporters of the organization publish or place or manage an ad or ads or a message or messages in the organization's publication, such method comprising:

a member, supporter or contributor at a user terminal connected to a communications network accessing an advertising preparation tool or computer program within an ad-book server or communication network;

the member, supporter or contributor preparing an ad or message using the advertising preparation tool or computer program;

receiving a pledge or contribution from the member, supporter or contributor on behalf of the governmentally recognized not-for-profit organization; and

processing the ad or message at the server connected to the communications network for placing the ad or message in an ad-book or related print publication where the ad-book or related print publication is a fundraising vehicle and the governmentally recognized not-for-profit organizations, members or supporters of the organization solicit for or place the ads or messages to make contributions to the organization and wherein at least some of the ads or messages in the ad-book or related print publication contain laudatory statements about the governmentally recognized not-for-profit organization, its activities or its members or its mission or cause.

2. (Previously Presented) The method of claim 1 wherein preparing further comprises selecting choices relating to the ad or message.

3. (Previously Presented) The method of claim 2 wherein choices comprises size, placement, color, price, background, font, image or layout.

4. (Previously Presented) The method of claim 2 wherein choices comprises indicating whether the ad or message shall be printed in a physical ad-book or related publication or shall be posted on an on-line ad-book posted on an Internet web site as opposed to a physically printed publication or wherein the choice comprises whether the ad or message shall be both printed in a physical ad-book or related print publication and also posted on-line on an Internet web site.

5. (Previously Presented) The method of claim 1 wherein preparing further comprises selecting an advertisement type or theme to reduce the number of choices that an advertiser must make to produce an ad or message.

6. (Original) The method of claim 1 wherein the communications network comprises a public switch telephone network and packet data network.

7. (Original) The method of claim 1 wherein the user terminal comprises a computer system.

8. (Original) The method of claim 7 wherein the computer system comprises one of a personal computer, a notebook computer, a personal digital assistant (PDA), a cellular telephone or a mobile/wireless assistant.

9. (Original) The method of claim 1 wherein the server comprises a web server computer system for accessing the communications network.

10. (Original) The method of claim 9 wherein the web server comprises a firewall for maintaining security.

11. (Previously Presented) The method of claim 10 wherein the firewall limits access to information on the server wherein information comprises the ads or message and the ad-books.

12. (Previously Presented) The method of claim 1 wherein preparing further comprises using computer software running at the user terminal to create an ad or message.

13. (Original) The method of claim 12 wherein the computer software comprises at least one of Microsoft Office, Corel PageMaker and Adobe PhotoShop.

14. (Previously Presented) The method of claim 1 wherein processing further comprises receiving payment at the server for processing the ad or message for placement in an ad-book.

15. (Previously Presented) The method of claim 1 wherein processing further comprises: receiving the ads or messages at the server from the user terminal; storing the ads or messages at the server; and converting the received ads or message into an ads or message to be placed into an ad-book or related print or publication.

16. (Previously Presented) The method of claim 15 further comprising receiving payment at the server for processing the ad or message for placement in an ad-book or related print or publication.

17. (Currently Amended) The method of claim 15 further comprising classifying the received ad or message into an ad-book or related print or publication category said classification based upon amount contributed to the ~~governmentally~~ recognized not-for-profit organization or by color of a page to be printed selected from the group consisting of gold, silver and white or by a size of the ad selected from the group consisting of full-page, one-half page, one-quarter page, business card size and simple listing of name or contact information.

18. (Currently Amended) The method of claim 15 further comprising using techniques, the techniques comprising statistics and demographics, to discern at least one group of

related ads or messages said discernment based upon amount contributed to the  
| governmentally recognized not-for-profit organization or by color of a page to be printed  
selected from the group consisting of gold, silver and white or by a size of the ad selected  
from the group consisting of full-page, one-half page, one-quarter page, business card  
size and simple listing of name or contact information.

19. (Previously Presented) The method of claim 15 further comprising comprising using  
statistics and demographics, to discern at least one group of related organizations,  
members or supporters which place ads or messages in ad-books or related print or  
publications.

| 20. (Currently Amended) The method of claim 15 further comprising ~~comprising~~ using  
statistics and demographics, to discern at least one group of related ad-books.

21. (Previously Presented) The method of claim 15 further comprising converting the  
received "ad" or message into an HTML advertisement to be shown on at least one user  
terminal.

22. (Previously Presented) The method of claim 21 wherein the HTML ad or message is a  
part of an electronic ad-book.

23. (Previously Presented) The method of claim 21 further comprising sending a copy of  
the HTML ad or message to a member or supporter whom initiated the ad or message  
preparation.

24. (Previously Presented) The method of claim 1 further comprising registering with the  
server whereby a member or supporter at the user terminal connects to the server and  
enters information relating to the member or supporter.

25. (Previously Presented) The method of claim 1 further comprising entering a mode of payment at the user terminal to pay for the ad or message to be placed in the ad-book or related print or publication.

26. (Previously Presented) The method of claim 1 further comprising sending an acknowledgement to an member and/or supporter who places an ad or message in an ad-book or related print or publication notifying the member or supporter of the receipt of the ad or message.

27. (Previously Presented) The method of claim 1 further comprising sending an acknowledgement to an member or supporter who places an ad or message in an ad-book or related print or publication notifying the member or supporter of payment information.

28. (Currently Amended) A method for computerized/automated preparation, production, publishing and management of ad-books and related print or publishing used by or for ~~governmentally~~ recognized not-for-profit organizations for charity or fund raising, whereby organizations, members or supporters of the organization place or manage ads or messages in the organization's publication, the method comprising:

- a member, supporter or contributor at a user terminal connected to a communications network accessing an advertising preparation tool or computer software system within a server or communication network;

- the member, supporter or contributor preparing an ad or message by selecting choices provided by the advertising preparation tool or computer software system related to the ad or message;

- receiving the prepared ad or message at the server connected to the communications network;

- classifying the prepared ad or message into at least one ad-book;

- means for receiving a contribution from the contributor on behalf of the governmentally recognized not-for-profit organization; and

converting the prepared ad or message into an ad or message to be placed into an ad-book or related print publication where the ad-book or related print publication is a fundraising vehicle and the ~~governmentally~~ recognized not-for-profit organization's members or supporters of the organization solicit for or place the ads or messages to make financial pledges or contributions to the organization and wherein at least some of the ads or messages in the ad-book or related print publication contain laudatory statements about the ~~governmentally~~ recognized not-for-profit organization, its activities or its members.

29. (Currently Amended) A system for preparing computerized/automated preparation, production, publishing and management of ad-books and related print or publishing used by or for ~~governmentally~~ recognized not-for-profit organizations for charity or fund raising and as a fundraising tool, whereby organizations, members or supporters of the organization place or manage ads or messages in the organization's publication, such system comprising:

an advertising preparation tool or software program within an ad-book server accessible by a contributor through a communication network;

means used by the contributor for preparing an ad or message at a user terminal connected to the advertising preparations tool or software program through the communications network; and

means for receiving a financial pledge or contribution from the contributor on behalf of the ~~governmentally~~ recognized not-for-profit organization;

means for processing the ad at a server connected to the communications network for placing the advertisement in the ad-book or related print publication where the ad-book or related print publication is primarily a fundraising vehicle and the ~~governmentally~~ recognized not-for-profit organizations, members or supporters of the organization solicit for or place the ads or messages to make pledges or contributions to the organization and wherein at least some of the ads or messages in the ad-book or related print publication contain laudatory statements about the ~~governmentally~~ recognized not-for-profit organization, its activities or its members or cause or mission.

30. (Previously Presented) The system of claim 29 wherein the means for preparing further comprises means for selecting choices relating to the ad or message.

31. (Previously Presented) The system of claim 30 wherein choices comprises size, price, placement, background and layout.

32. (Previously Presented) The system of claim 30 wherein choices comprises indicating whether the ad or message shall be printed in a physical ad-book or related print or publication or shall be posted on an on-line ad-book posted on an Internet web site as opposed to physically printed publication or wherein the choice comprises whether the ad or message shall be both printed in a physical ad-book or related print or publication and also posted on-line on the Internet web site in an on-line ad-book.

33. (Previously Presented) The system of claim 29 wherein the means for preparing further comprises means for selecting an ad or message type, price or theme to reduce the number of choices that a member or supporter makes to produce an ad or message.

34. (Original) The system of claim 29 wherein the communications network comprises a public switch telephone network and packet data network.

35. (Original) The system of claim 29 wherein the user terminal comprises a computer system.

36. (Original) The system of claim 35 wherein the computer system comprises one of a personal computer, notebook computer, a personal digital assistant (PDA), a cellular telephone or a mobile/wireless assistant.

37. (Original) The system of claim 29 wherein the server comprises a web server computer system for accessing the communications network.

38. (Original) The system of claim 37 wherein the web server comprises a firewall for maintaining security.

39. (Previously Presented) The method of claim 38 wherein the firewall limits access to information on the server wherein information comprises the ads or message and ad-books or related print or publication.

40. (Previously Presented) The system of claim 29 wherein the means for preparing further comprises means for using computer software to create an ad or message.

41. (Original) The system of claim 40 wherein the computer software comprises at least one of Microsoft Office, Corel PageMaker and Adobe PhotoShop.

42. (Previously Presented) The system of claim 29 wherein the means for processing further comprises receiving payment at the server for processing the ad or message for placement in an ad-book or related print or publication.

43. (Previously Presented) The system of claim 29 further comprising means for converting the ad or message into an HTML ad or message to be shown on at least one user terminal.

44. (Previously Presented) The system of claim 43 wherein the HTML "ad" or message is a part of an electronic ad-book or related print or publication.

45. (Previously Presented) The system of claim 43 further comprising means for sending a copy of the HTML ad or message to an a member or supporter whom initiated the "ad" or message solicitation or preparation.



46. (Previously Presented) The system of claim 29 further comprising means for registering with the server whereby a member or supporter at the user terminal connects to the server and enters information relating to the member or supporter.

47. (Previously Presented) The system of claim 29 further comprising means for receiving the ad or message from a member or supporter.

48. (Previously Presented) The system of claim 47 further comprising means for sending an acknowledgement to the member or supporter notifying the member or supporter of the receipt of the ad or message.

49. (Previously Presented) The system of claim 47 further comprising means for sending an acknowledgement to the member or supporter notifying the member or supporter of payment information.

50. (Currently Amended) A system for computerized/automated preparation, production, publishing and management of ad-books and related print or publishing used by or for a governmentally recognized not-for-profit organization[[s]], for charity or fund raising, whereby organizations, members or supporters of the organization place or manage ads or messages in the organization's publication over the Internet, the system comprising:

a computer system comprising a user interface to a communications network and an advertising preparation tool within an ad-book server accessed by the user interface through the communications network to prepare an ad or message and to receive a contribution on behalf of the organization; and

the ad-book server connected to the communications network that receives the prepared ad or message for an ad-book or related print or publication where the ad-book or related print publication is a fundraising vehicle and the organizations, members or supporters of the governmentally recognized not-for-profit organization solicit for or place the ads or messages to make contributions to the organization and wherein at least some of the ads or messages in the ad-book or related print publication contain laudatory

statements about the governmentally recognized not-for-profit organization, for charity or fund raising, its activities or its members.

51. (Previously Presented) The system of claim 50 wherein the computer system further comprises a graphical user interface for selecting choices relating to the ad or message.

52. (Previously Presented) The system of claim 51 wherein choices comprises size, placement, color, price, background, and layout.

53. (Previously Presented) The system of claim 50 wherein the ad-book server presents choices relating to an ad or message type or ad or message theme to the computer system.

54. (Original) The system of claim 50 wherein the communications network comprises a public switch telephone network and packet data network.

55. (Original) The system of claim 50 wherein the computer system further comprises one of a personal computer, a notebook computer, a personal digital assistant (PDA), a cellular telephone or a mobile/wireless assistant.

56. (Original) The system of claim 50 wherein the ad-book server further comprises a web server computer system capable of interfacing with the Internet.

57. (Original) The system of claim 50 wherein the computer system further comprises at least one of Microsoft Office, Corel PageMaker, and Adobe PhotoShop.

58. (Previously Presented) The system of claim 50 wherein the ad-book server further comprises a database of at least one of ads or messages, ad-books or related print or publications, and organizations, members or supporters.